Closing thoughts & comments on PR

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The main takeaways from this section

- **#1 Get to know the people before you pitch them**
- **#2 Get in the habit of being helpful to reporters on social media and other platforms**
  - You can become a source or an influencer just by participating with advice and solutions
- **#3 Keep your pitches short and personalized**
- **#4 None of your PR efforts is going to work 100% of the time**
  - You have to practice and gain more experience if you want to do it yourself
  - Alternatively, you can hire a PR agency, but it will be expensive
  - PR agencies don't guarantee you'll get coverage, they just have more contacts and more experience
  - Talk to the agencies' other clients to see which one is a good fit for you